



**Request for Information 21-01  
INDIANA TREASURER OF STATE**

**For  
Marketing Services  
for the Indiana Education Scholarship**

RELEASE DATE: April 5, 2023

DEADLINE FOR INQUIRIES: April 21, 2023

DEADLINE FOR SUBMISSION: May 1, 2023

**EXTENSION FOR SUBMISSION: MAY 12, 2023**

**OFFICE OF THE INDIANA TREASURER OF STATE CONTACT**

Jillean Long Battle  
Chief Deputy Treasurer, General Counsel and Chief Privacy Officer  
200 West Washington Street, Suite #242  
Indianapolis, IN 46204  
jbattle@tos.in.gov

## **PURPOSE**

The purpose of this Request for Information ("RFI") is to invite qualified marketing firms to submit information that outlines their ability to provide marketing services to the Indiana Education Scholarship Account ("INESA"), a fund of the Indiana Treasurer of State ("TOS"). Marketing organization will be requested to provide marketing services to the INESA, including but not limited to creation, and implementation of multi-channel campaign strategy to drive INESA brand awareness and engagement with efforts focused on parents, nonpublic schools, and educational providers.

This is not an Invitation to Bid or a Request for Proposal under the Indiana Procurement Code, I.C. 5-22. INESA creates no obligation, expressed or implied, by issuing this RFI or by receipt of any Responses submitted pursuant hereto. The award of any contract as a result of this RFI shall be at the sole discretion of the TOS. Neither this RFI nor any Response submitted hereto are to be construed as marketing offers.

This RFI seeks Responses to provide marketing services to the INESA only and is not related to any other board, INESA, or entity related to the Office of the Indiana Treasurer of State.

## **BACKGROUND OF INESA**

The Education Scholarship Account INESA is a fund of the State of Indiana, administered and overseen by the Treasurer of State (Ind. Code § 20-51.4) charged with establishing education scholarship accounts to provide grants to parents of eligible students or emancipated eligible students that qualify as qualified state tuition INESAs under Section 529 of the Internal Revenue Code.

The INESA was passed during the 2021 legislation session and launched for the 2022-2023 school year. \$10,000,000 is available for grants to eligible students.

More information on the INESA can be found at IC 20-51.4 attached hereto.

## **SCOPE OF SERVICES**

### **1. General Requirements**

At the request of the INESA, TOS, and/or staff:

- A. Advise on marketing strategy for INESA to effectively inform clients and broad community, while increasing return on investment on efforts.
- B. Advise on marketing goals aligned to channel business objective(s).
- C. Advise on segmentation, targeting, and positioning (STP).
- D. Content creation and delivery of marketing strategy.
- E. Advise on INESA potential marketing challenges.

- F. Provide other marketing services as requested by staff.

## 2. Term of Engagement

The term of services requested will be for two years starting from the date an engagement letter is signed, and maybe subject to termination by the TOS at his discretion.

## 3. Engagement Letters

The marketing firm(s) selected will be expected to enter into an engagement letter with the TOS. Please include your engagement letter with your Response to the RFI. TOS requests the engagement letter include language allowing the TOS to terminate without cause the engagement on thirty (30) days' prior written notice. (The engagement letter will not count toward the ten-page response limit, as outlined below in this RFI.)

## **SPECIFIC RESPONSE REQUIREMENTS**

Responses should contain direct replies to the following questions or requests for information and be organized so that the specific questions being answered are readily identifiable.

Responses to each question or request for information should each begin on a new page with the questions repeated at the top of the page. Responding individuals or firms are required to reply to all of the following questions and requests for information.

### 1. Summary (limit to two pages)

Each Response should include a summary which highlights the reasons why you should be selected for marketing services. The summary must also contain a statement that the individual signing the Response has the authority to commit the firm to the terms proposed.

### 2. Basic Information Requirements (limit to one page)

- a. Name of the marketing firm
- b. Name and title of individual preparing and responsible for the Response
- c. Mailing address
- d. Telephone and email

### 3. Basic Information re: the Respondent (limit to two pages)

- a. Name(s) and brief resume(s) of the marketing firm(s) representative who will have daily responsibility for the engagement. Please identify other representations in which they have had an active role which might be relevant to the INESA or the TOS.
- b. Name and brief résumés of any additional staff members who will provide support to the individual(s) in item 3(a).
- c. A description of the general capabilities of your marketing firm including information relating to total size and staffing, research capability, professional staff and clerical support.

#### 4. References

References including names, addresses and current telephone numbers of specific individuals should be provided for three clients for whom your marketing firm has served in a capacity related to INESA operations. Please include ONLY three (3) references.

#### 5. Fee Proposal

Please provide a fee schedule on a per hour basis with a marketing service fee cap for the term of the engagement. This fee cap may be constructed to apply annually, quarterly, or monthly. All fee caps should take the form of not-to-exceed amounts for the applicable time frames.

### **ADDITIONAL INFORMATION**

#### 1. Selection

##### A. Criteria

Selection of marketing firm shall be at the sole discretion of the TOS and shall be based upon the following criteria:

1. Experience of marketing firm(s);
3. Past experience of marketing firm in the role of marketing for public sector and/or educational organizations;
4. Fee proposal;
5. Any other quality or characteristic deemed in the best interest of INESA.

##### B. Selection Date

It is anticipated that a selection will be made during the week of May 15th; however, it may be made before, or after, that date.

**TOS reserves the right to reject any and all Responses.**

#### 2. Clarification of Information

It is the responsibility of the respondent to inquire about and clarify any aspect of the RFI that is not understood. Questions for clarification must be addressed via email to Jilleen Long Battle, Chief Deputy Treasurer, General Counsel and Chief Privacy Officer, at [jbattle@tos.in.gov](mailto:jbattle@tos.in.gov). Written responses will be provided.

Respondents are advised that materials contained in Responses are subject to the Indiana Public Records Act and may be viewed and/or copied by any member of the public, including news agencies and competitors. In accordance with said Public Records Act IC 5-14, respondents claiming a statutory exception to the Indiana Public Records Act must place the putatively confidential documents in a sealed envelope clearly marked "Confidential" and must indicate on the outside envelope of their Response that confidential materials are included and specify which statutory exception provision applies.

#### 3. No Contact

The TOS specifically requests that no contact concerning this RFI be made with any member of the Office of the Treasurer of State (other than Jillean Long Battle) during the selection process. Failure to honor this request will be viewed negatively in the selection process.

## **RESPONSE PREPARATION AND SUBMISSION REQUIREMENTS**

### **1. RFI Response**

In order to be considered for selection, respondents must submit a complete signed response to this RFI. Please submit your responses via email to [jbattle@tos.in.gov](mailto:jbattle@tos.in.gov). All Responses must be sent no later than 12:00pm (EDT) on May 1, 2023.

### **2. Response Preparation**

- a. Responses must be signed by an authorized representative of the marketing firm. Failure to submit all information requested may result in the Response being considered "non-responsive," and, therefore, rejected.
- b. Responses should be prepared simply, providing straightforward, concise responses to satisfy RFI requirements. Printed brochures or materials can be provided, but are not required in the Response. The total length of the response must not exceed ten (10) pages.

### **3. Discretion in Determining Deviations and Compliance**

The TOS reserves the right to determine which of the Responses have met the minimum qualifications expressed in this RFI. The TOS shall have the sole right to determine whether any deviation from the requirements of this RFI is substantial in nature, and the TOS may reject unacceptable Responses. In addition, the TOS may reject in whole or in part any and all Responses, may waive minor irregularities, and may negotiate with responsible offers in any manner deemed necessary to serve the best interests of the TOS and the INESA.

### **4. Costs**

The TOS and the INESA shall not be liable for any expenses incurred in the preparation of the Responses.

### **5. Notification**

The TOS is not required to furnish a statement of the reason(s) why a Response was not deemed to be the most advantageous nor will it be required to furnish any information regarding this RFI other than the original solicitation document.

### **6. Conflict of Interest**

Respondent must disclose any existing or potential conflict of interest relative to the performance of the services resulting from this RFI, including any relationship that might be perceived or represented as a conflict. By submitting a Response in response to this RFI, respondent affirms that it has not given, nor intends to give at any time hereafter, any economic opportunity, future

employment, gift, loan, gratuity, special discount, trip, favor, or service to a public servant or any employee or representative of same, in connection with this procurement. Any attempt to intentionally or unintentionally conceal or obfuscate a conflict of interest will automatically result in the disqualification of the respondent's Response or immediate termination of an awardee's contract. An award will not be made where an actual conflict of interest exists. The TOS will determine whether a conflict of interest exists and whether an apparent conflict of interest may reflect negatively on the TOS, should TOS select the respondent. Further, the TOS reserves the right to disqualify any Response on the grounds of actual or apparent conflict of interest.